

QP CODE: D2BHS2403		(Pages: 2)		Reg. No :	
				Name :	
SECOND SEMESTER FYUGP EXAMINATION, APRIL 2025					
MINOR COURSE					
HIS2MN114 : Entrepreneurship in Historical Tourism					
(Credits: 4)					
Time: 2 Hours			Maximum Marks: 70		
Section A					
Answer the following questions. Each carries 3 marks (Ceiling: 24 marks)					
1.	How does IATO support Indian tour operators on global platforms?	BL2	CO1		
2.	Discuss how tourism organizations contribute to employment generation and economic growth.	BL2	CO1		
3.	Explain the need for tourism businesses to follow environmental protection regulations.	BL2	CO2		
4.	Mention any two characteristics of a tourism entrepreneur.	BL1	CO2		
5.	What is one major risk faced by tourism entrepreneurs, and how can it be managed?	BL1	CO2		
6.	Explain how leadership and problem-solving work together in a tour setting.	BL2	CO3		
7.	Why is it important to adjust storytelling based on audience reactions?	BL2	CO4		
8.	How does a tour guide adapt their communication style when interacting with tourists from different cultural backgrounds?	BL2	CO3		
9.	Compare the planning approach in Independent and Escorted Tours.	BL3	CO5, CO6		
10.	Explain why a tour brochure should be visually appealing.	BL3	CO6		
Section B					
Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)					
11.	Assess the influence of the World Tourism Organization (WTO) in shaping global tourism trends and guiding international tourism policies.	BL5	CO1		
12.	Evaluate the role of ITDC in enhancing tourism infrastructure and services in India.	BL5	CO2		
13.	What factors make heritage walking tours a low-investment and high-return opportunity?	BL2	CO2		
14.	How do financial metrics like revenue per available room (RevPAR) and return on investment (ROI) help tourism entrepreneurs evaluate their business performance?	BL4	CO2		
(PTO)					

15.	Discuss the importance of technology in improving the safety and convenience of tourists during a guided tour.	BL2	CO6
16.	Justify the need for both flexibility and adaptability in a tour guide's profession.	BL4	CO3, CO6
17.	Discuss the importance of evaluating tour packages and explain how customer feedback and cost-effectiveness play a role in improving travel experiences.	BL4	CO5
18.	Differentiate between homestays and hostels in package accommodations.	BL4	CO5
Section C			
Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)			
19.	Examine the key challenges faced by tourism entrepreneurs in India and discuss effective strategies to overcome them.	BL3	CO1, CO2, CO3
20.	Examine why time management, navigation skills, and first aid knowledge are essential for modern tour guides. How do these practical skills ensure the smooth operation of tours and tourist safety?	BL5	CO3, CO6
CO : Course Outcome			
BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)			